

## Message Text

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ACTION COME-00

INFO OCT-01 EA-12 ISO-00 SSO-00 NSCE-00 USIE-00 SP-02  
AID-05 EB-08 TRSE-00 SS-15 STR-07 OMB-01 CEA-01  
PA-02 STRE-00 /054 W  
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O 030550Z MAR 78  
FM AMEMBASSY TOKYO  
TO SECSTATE WASHDC IMMEDIATE 5759

UNCLAS SECTION 1 OF 2 TOKYO 3461

PASS COMMERCE FOR WEIL/GARNITZ, STR

E.O. 11652: N/A  
TAGS: BEXP, BTRA, US, JA  
SUBJECT: TRADE FACILITATION COMMITTEE: JAPAN IMPORT PROMOTION  
MISSION TO THE U.S.--GUIDANCE REGARDING WORLD IMPORT MART

REF: (A) TOKYO 908, (B) TOKYO A-24, (C) 77 TOKYO A-291

1. SUMMARY. WASHINGTON AGENCIES SHOULD BE ALERT TO FACT THAT ONE OF THE OBJECTIVES OF THE IKEDA IMPORT PROMOTION MISSION IS TO SELL SPACE IN THE WORLD IMPORT MART TO U.S. FIRMS AND TRADE ASSOCIATIONS AND THAT SEVERAL MEMBERS WILL BE CONCENTRATING ON THIS OBJECTIVE. EMBASSY RECOMMENDS THAT USG OFFICIALS TAKE A NEUTRAL POSITION WITHOUT BEING NEGATIVE. COMMERCE SHOULD, FOR EXAMPLE, LET MART REPRESENTATIVES HAVE AMPLE OPPORTUNITY TO PROVIDE PROSPECTIVE CLIENTS WITH DETAILS BEFORE MAKING WHAT MUST BE A PRIVATE DECISION. END SUMMARY.

### BACKGROUND

2. VARIOUS MEMBERS OF THE JAPAN IMPORT PROMOTION MISSION TO THE UNITED STATES, INCLUDING GOJ OFFICIALS, WILL DURING THE COURSE OF THEIR VISIT DESCRIBE TO U.S. FIRMS THE  
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ADVANTAGES OF THEIR TAKING SPACE IN THE WORLD IMPORT MART, WHICH IS TO BE OPENED IN OCTOBER 1978. AS INDICATED IN REF B, THE 10-STORY WORLD IMPORT MART IS PART OF A FOUR-BUILDING CLUSTER CALLED "SUNSHINE CITY" IN THE NORTHWESTERN AREA OF METROPOLITAN TOKYO. OTHER UNITS INCLUDE A 60-STORY OFFICE BUILDING ("TALLEST BUILDING IN ASIA"), TO BE READY FOR OCCUPANCY APRIL 1, 1978; A 12-STORY CULTURAL

CENTER, WHICH WILL INCLUDE EXHIBITION FACILITIES, SCHEDULED FOR COMPLETION OCTOBER 1978; AND A 1,190-ROOM INTERNATIONAL HOTEL, TO BE COMPLETED APRIL 1980.

3. IKEBUKURO, WHERE SUNSHINE CITY IS LOCATED, WAS DESIGNATED BY THE GOJ AS AN URBAN REDEVELOPMENT CENTER IN 1966, WHEN THE JAPAN URBAN DEVELOPMENT COMPANY(JUDCO) WAS ESTABLISHED TO UNDERTAKE DEVELOPMENT OF THE SUNSHINE CITY PROJECT. JUDCO IS FINANCIALLY BACKED BY OVER 100 CORPORATE SHAREHOLDERS, THE GOVERNMENTAL JAPAN DEVELOPMENT BANK, AND 29 MAJOR COMMERCIAL BANKS.

4. THE WORLD IMPORT MART ITSELF IS BEING BUILT BY WORLD IMPORT MART CO., LTD., WHICH IS OWNED 46 PERCENT BY JUDCO, 40 PERCENT BY MITSUKOSHI LTD., 10 PERCENT BY MITSUBISHI CORPORATION, AND 4 PERCENT BY MITSUI & CO. THE FACT THAT THE GOJ STRONGLY SUPPORTS THE SUNSHINE CITY PROJECT IN GENERAL AND THE MART IN PARTICULAR, AND IS EXPECTED TO SUBSIDIZE SOME OPERATIONS OF THE LATTER, WOULD BE REASON ENOUGH FOR THE IMPORT PROMOTION MISSION TO EMPHASIZE THE ADVANTAGES OF THE MART TO U.S. FIRMS. IN ADDITION, HOWEVER, THE LEADER AND TWO OF THE THREE VICE LEADERS OF THE MISSION REPRESENT FIRMS WHICH ARE THE THREE PRIVATE COMPANY SHAREHOLDERS IN WORLD IMPORT MART CO. MITSUKOSHI'S PRESIDENT, SHIGERU OKADA (HEAD OF THE PURCHASING GROUP), IS VICE CHAIRMAN OF THAT COMPANY. THE MISSION ALSO INCLUDES

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DIRECT EMPLOYEES OF WORLD IMPORT MART CO., AND ADDITIONAL MART REPRESENTATIVES--NOT FORMALLY MEMBERS OF MISSION-- WILL BE ACCOMPANYING MISSION.

5. AS WASHINGTON AGENCIES ARE AWARE (REFS A AND B), USG HAS BEEN OFFERED 500 SQUARE METERS OF DISPLAY SPACE ON SEVENTH FLOOR OF MART FREE OF CHARGE. ON FEBRUARY 9 EMBOFFS (INCLUDING U.S. TRADE CENTER OFFICERS) VISITED MART FOR BRIEFING AND TOUR, AND WERE IMPRESSED WITH PHYSICAL CHARACTERISTICS OF MART AND SUNSHINE CITY COMPLEX. USG HAS SINCE MET WITH MART REPRESENTATIVES FOR MORE DETAILED DISCUSSIONS.

SUGGESTED GUIDANCE

6. ALTHOUGH MANY ASPECTS OF THE MART AND THE OVERALL COMPLEX REMAIN UNCLEAR, IT IS BELIEVED THAT THE MISSION

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WILL BE PRIMARILY INTERESTED IN SELLING STORE SPACE FOR THE THREE FLOORS OF THE "INTERNATIONAL SHOPPING CENTER", AND OFFICE AND DISPLAY SPACE ELSEWHERE IN THE BUILDING. IN THIS SITUATION, COMMERCE AND OTHER USG OFFICIALS MAY BE ASKED FOR THEIR VIEWS BY U.S. COMPANIES, TRADE ASSOCIATIONS, AND STATE ECONOMIC DEVELOPMENT AGENCIES.

7. EMBASSY RECOMMENDS THAT USG OFFICIALS TAKE A GENERALLY NEUTRAL POSITION WITHOUT (REPEAT) WITHOUT BEING NEGATIVE. REGARDING A USG PRESENCE IN THE MART, IT CAN BE SAID THAT WE ARE ACTIVELY CONSIDERING VARIOUS POSSIBILITIES. HOWEVER, NO DETERMINATION WILL BE FORTHCOMING FOR SOME TIME IN LIGHT OF THE FACT THAT ANY MOVE OF THE EXISTING U.S. TRADE CENTER WOULD REPRESENT A MAJOR DECISION AND INVOLVE SEVERAL ELEMENTS OF THE USG.

8. THE GENERAL CONCEPT OF THE SUNSHINE CITY COMPLEX, HOWEVER, IS AN EXCELLENT ONE, THE COMMITMENT BY BOTH THE GOJ AND LEADING JAPANESE FIRMS IS APPARENT, AND THE PROPOSED CENTRALIZATION OF VARIOUS FACILITIES FOR U.S. FIRMS INTERESTED IN SELLING IN JAPAN IS AN IMPORTANT CONSIDERATION. NEVERTHELESS, ANY DECISION BY SUCH FIRMS MUST BE A PRIVATE ONE, AND IT IS NOT BELIEVED APPROPRIATE FOR THE USG TO FORMALLY ENDORSE A U.S. COMPANY'S LOCATING IN SUNSHINE CITY OVER OTHER ALTERNATIVES THAT TOKYO

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MIGHT HAVE TO OFFER.

9. AT THE SAME TIME, CARE MUST BE TAKEN NOT TO CONVEY AN ATTITUDE WHICH THE LEADERS OF THE IMPORT PROMOTION MISSION

MIGHT FEEL WAS NEGATIVE AND UNHELPFUL. INSTEAD, COMMERCE  
SHOULD COOPERATE AS MUCH AS POSSIBLE TO LET WORLD IMPORT  
MART OFFICIALS HAVE AMPLE OPPORTUNITY TO PRESENT THEIR  
PROPOSALS TO U.S. COMPANIES, SO THAT SUCH FIRMS WILL  
HAVE SUFFICIENT INFORMATION ON WHICH TO BASE THEIR  
DECISION.  
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